
VISIT
**walla
walla**

**TOURISM DATA
MAY 2019**



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DATA SUMMARY

STR Data - March	2019	2018	% Chg	2019 YTD	2018 YTD	% Chg
Occupancy %	47.6	49.3	↓3.4%	37.6	39.9	↓5.8%
Average Daily Rate \$	93.87	90.76	↑3.4%	91.04	88.02	↑3.4%
Revenue per Avg. Room \$	44.73	44.77	↓0.1%	34.20	35.09	↓2.6%
Demand (rooms sold)	14,637	15,153	↓3.4%	33,499	36,593	↓8.5%

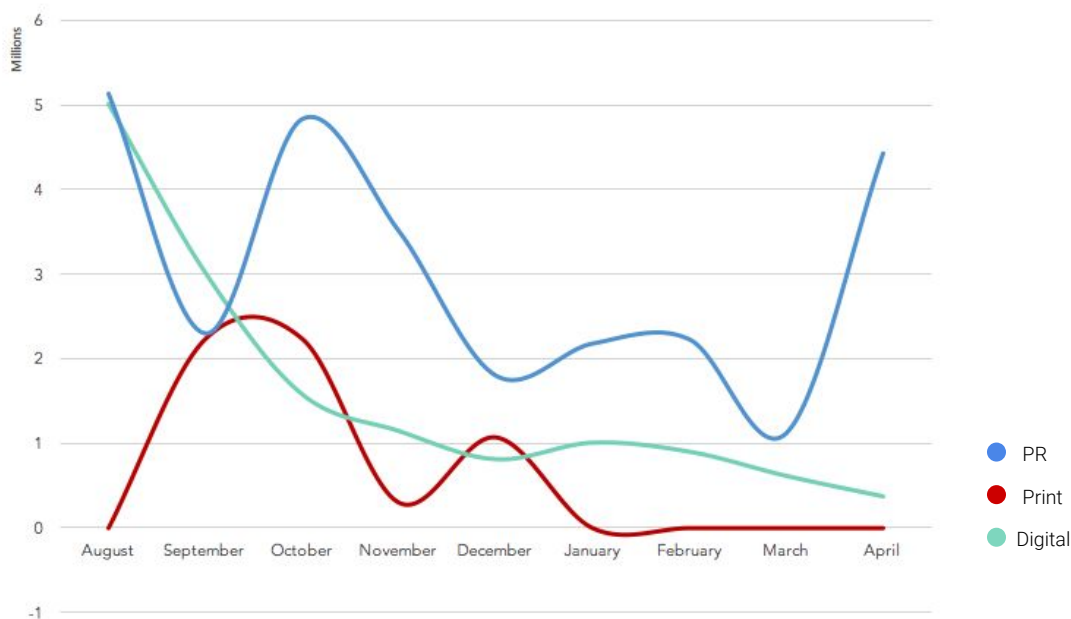
BIG PICTURE TAKEAWAYS

Impressions were up significantly in April thanks to a big PR month.

- However, year-over-year organic traffic has taken a big hit with the new website. SEO and overall page speed, which is a Google ranking criteria, can use improvement.

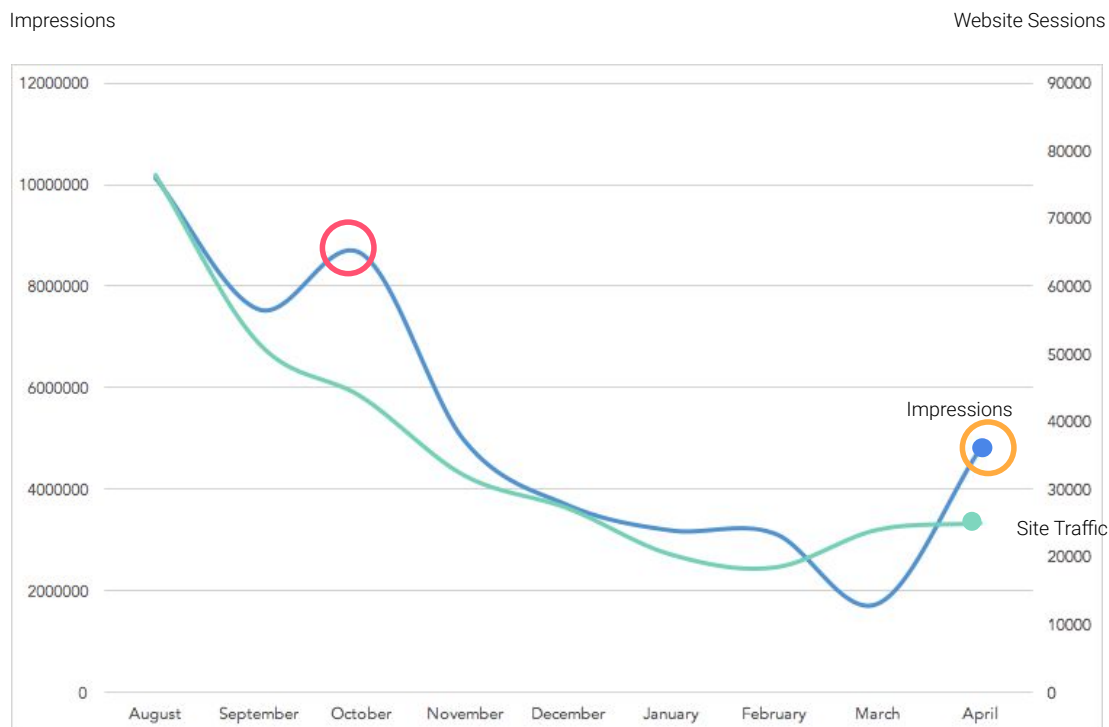
EXPOSURE: YTD

In March 2019, we received over 4.7 million impressions coming from digital and PR (mostly PR).



TRACTION: YTD

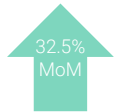
- Impressions were up in October from a big PR month.
- April was another big PR month..



GOAL CONVERSIONS

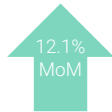
123

Visitor Packet
Downloads



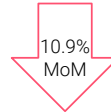
4,975

Clicks to
Stakeholders



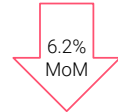
82

Clicks to Call



1,097

Clicks to Book



APRIL BY THE NUMBERS

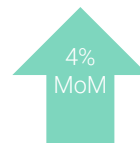
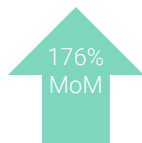
4.7 million
impressions



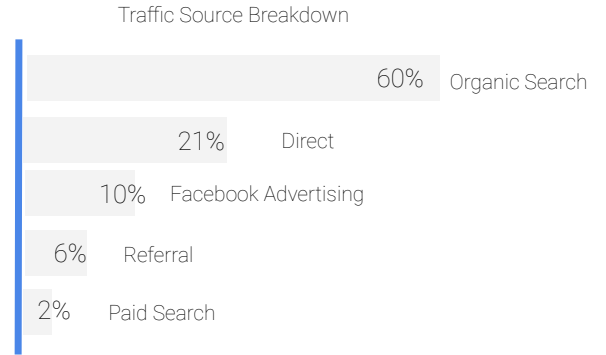
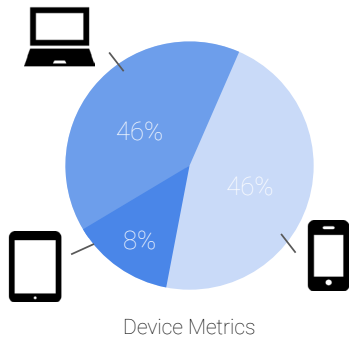
25 thousand
site visits

Impressions were up in April thanks
to a big pR month.

April saw a slight increase in traffic
over March.



WEBSITE SNAPSHOT

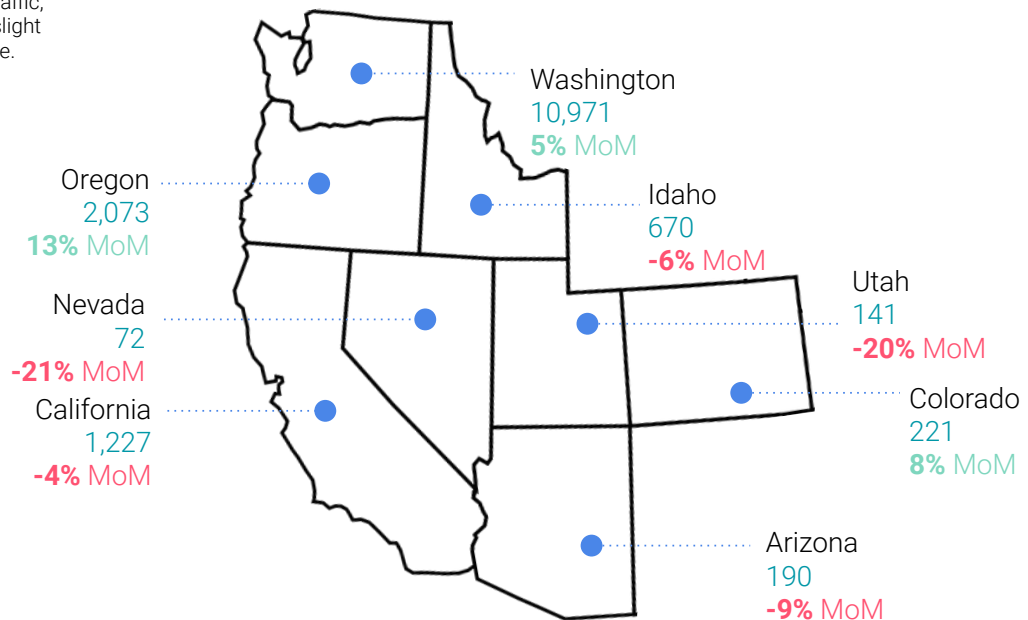


Top Five Pages

1. Homepage **12%**
2. /calendar **11%**
3. /wineries **5%**
4. /things-to-do **4%**
5. /listing-category/downtown **2%**

WEBSITE STATS

Year-over-year traffic is down from a decline in organic traffic, but sessions have seen a slight month-over-month increase.



BRAND CAMPAIGN

Visit Walla Walla
Sponsored · 🌐

Discover Walla Walla wine country



WALLAWALLA.ORG
Explore Walla Walla's Walkable Downtown
Plan your getaway

[Learn More](#)

👍❤️🐶 1.5K

85 Comments 236 Shares

BABY BOOMERS

Impressions: 143,472

Link clicks: 1,555

Avg. CTR: 1.08%

CPC: \$1.07

MILLENNIALS

Impressions: 189,852

Link clicks: 1,114

Avg. CTR: 0.59%

CPC: \$1.49

Visit Walla Walla
Sponsored · 🌐

Discover Walla Walla wine country



WALLAWALLA.ORG
An Under the Radar Wine Region in the PNW
Plan your getaway

[Learn More](#)

👍❤️😄 Maya Avarzamani, Jean de Rubens and 120 others 17 Comments 6 Shares

SEARCH

- Most commonly clicked ads and keywords for March

Top Ads

Walla Walla, Washington | 120 Wineries To Choose From
wallawalla.org/WallaWalla/Wineries
 The Walla Walla Valley Is Home To One Of The Finest Wine Regions In The Nation.

Visit Walla Walla | The Perfect Washington Getaway
www.wallawalla.org/WallaWalla
 Walla Walla Offers Great Wineries, Enticing Restaurants & Outdoor Adventures!

Washington Wine Country | Visit Walla Walla
wallawalla.org/WallaWalla/WineCountry
 The Walla Walla Valley Is Home To One Of The Finest Wine Regions In The Nation.

View Our Winery Guide | Visit Walla Walla, Washington
wallawalla.org/WallaWalla/Wineries
 The Walla Walla Valley Is Home To One Of The Finest Wine Regions In The Nation.

Walla Walla, Washington | A Perfect Romantic Weekend
www.wallawalla.org/WallaWalla
 Walla Walla Offers Great Wineries, Enticing Restaurants & Outdoor Adventures!

Top Keywords

+washington +wineries

+wineries +wa

+washington +wine +country

+washington +state +tourism

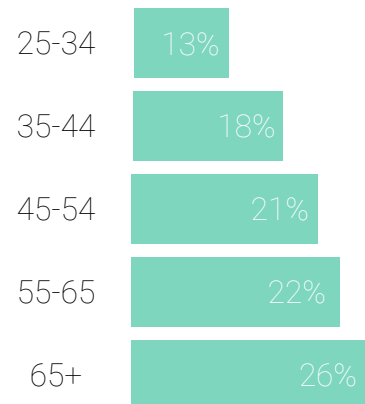
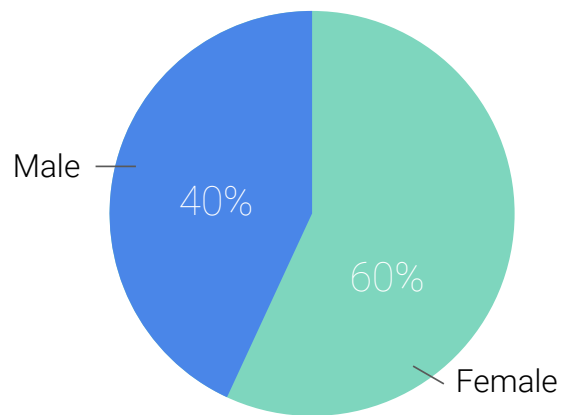
+visit +washington +state

+getaways +wa

March Campaign Stats

	Impressions	Clicks	CTR	CPC
Wine	4,879	240	4.92%	\$0.86
Getaways/Vacation	2,787	155	5.56%	\$1.32
Destination Wedding	-	-	-	-
Total	7,666	395	5.15%	\$1.04

The people clicking on the Facebook are starting to skew older. More women are clicking on the ads as well.



The following is a timeline of notable coverage/clippings from April. A complete recap of YTD clippings, including circulation, unique visitors, and PR value can be found [HERE](#).

April circulation: 4,420,543

April UVPM: 39,597,121

April value: \$171,071

Q2 circulation: 4,420,543

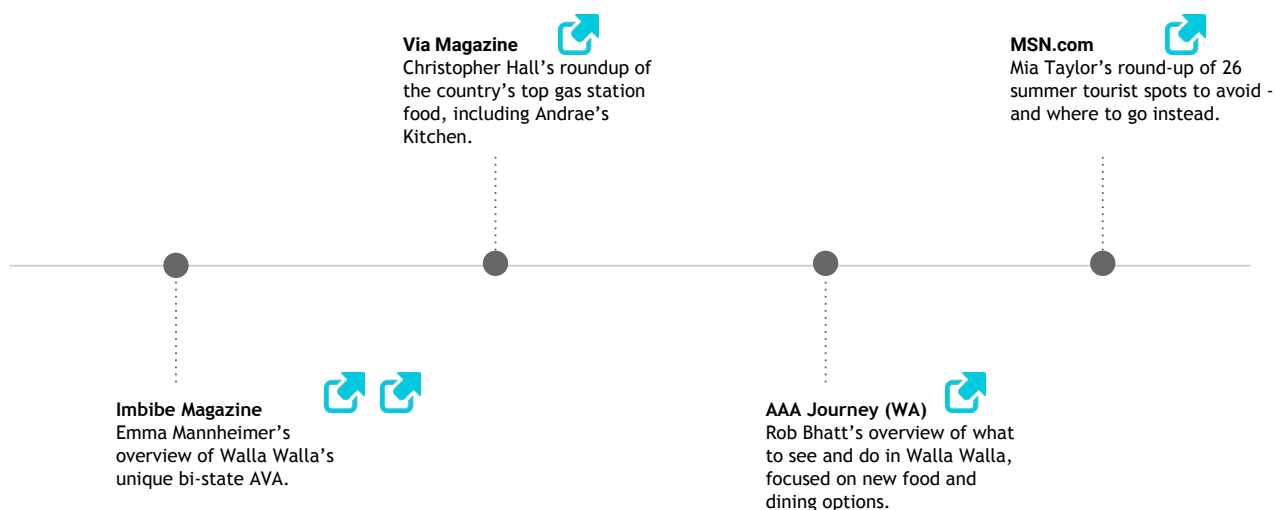
Q2 UVPM: 39,597,121

Q2 value: \$171,071

YTD 2019 circulation: 9,942,900

YTD 2019 UVPM: 167,449,623

YTD value: \$3,191,844



Walla Walla Wine Report Press Release
Distributed May 1, 2019
Recipients: 1,512
Open rate: 16%
Clicks: 16



FOR IMMEDIATE RELEASE
 May 1, 2019

Contact:

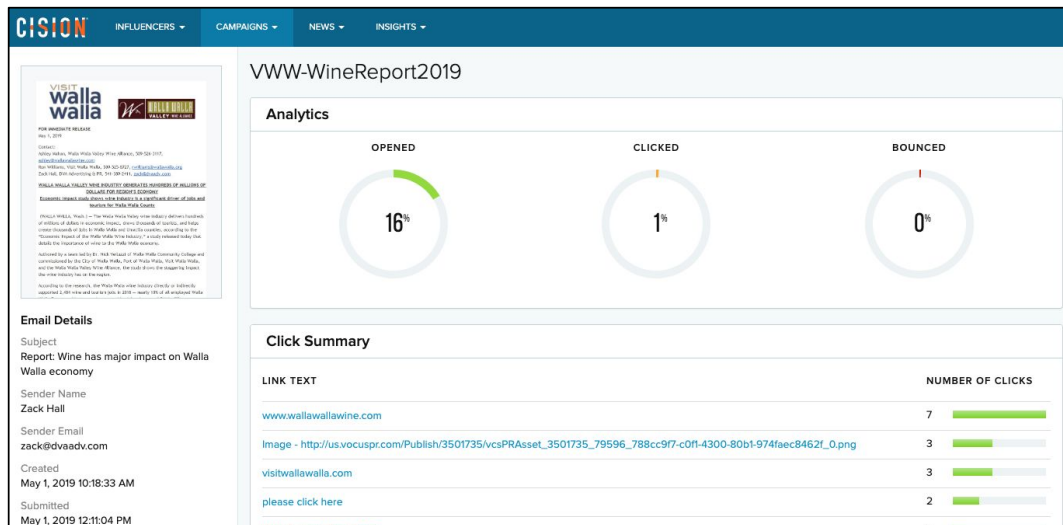
Ashley Mahan, Walla Walla Valley Wine Alliance, 509-526-3117, ashley@wallawallawine.com
 Ron Williams, Visit Walla Walla, 509-525-8727, rwilliams@wallawalla.org
 Zack Hall, DVA Advertising & PR, 541-389-2411, zack@dvaadv.com

WALLA WALLA VALLEY WINE INDUSTRY GENERATES HUNDREDS OF MILLIONS OF DOLLARS FOR REGION'S ECONOMY
Economic impact study shows wine industry is a significant driver of jobs and tourism for Walla Walla County

(WALLA WALLA, Wash.) — The Walla Walla Valley wine industry delivers hundreds of millions of dollars in economic impact, draws thousands of tourists, and helps create thousands of jobs in Walla Walla and Umatilla counties, according to the “Economic Impact of the Walla Walla Wine Industry,” a study released today that details the importance of wine to the Walla Walla economy.

Authored by a team led by Dr. Nick Velluzzi of Walla Walla Community College and commissioned by the City of Walla Walla, Port of Walla Walla, Visit Walla Walla, and the Walla Walla Valley Wine Alliance, the study shows the staggering impact the wine industry has on the region.

According to the research, the Walla Walla wine industry directly or indirectly supported 2,484 wine and tourism jobs in 2018 — nearly 10% of all employed Walla Walla County residents — and accounted for labor income of \$114 million, an average of \$45,894 in annual income per worker. In all, the report estimates wine industry generated some





where in the world A Drinks Atlas

Walla Walla Valley, Washington

Of the country's 242 established American Viticultural Areas (AVAs), only 18 snub political boundaries to claim acreage in more than one state. Among them is the Walla Walla Valley, established in 1984 and situated in the southeastern corner of Washington State and reaching into northern Oregon. "Walla Walla wine can be so many different things," says Emily Riley, a partner in Walla Walla's The Thief Fine Wine & Beer, and whose previous experience includes roles at Whitehouse-Crawford and Passatempo Taverna. "Is it fruit that comes from the valley and wine that's made in the valley? Or is it a winery that's located here and pulling fruit from all over the Columbia Valley and Washington State?"

Bordeaux varieties originally dominated Walla Walla winemaking. But in more recent decades, winemakers have been increasingly planting Rhône varieties like Marsanne and Viognier among the area's geological gold mine: a parafit of basalt cobblestone. Missoula flood sediment and wind-deposited silt is located beneath the 3,000 planted acres, contributing to renowned wines. A recently established sub-AVA located on the Oregon edge, The Rocks District of Milton-Freewater, has sparked a land grab, even luring international producers to the valley. "The Rocks, initially made famous by Christophe Baron of Cayuse, is widely sought after as vineyard land by anybody in the wine industry," Riley says. "If nothing else, Walla Walla will make a name for itself on the wine produced there alone."

Story by Emma Mannheimer
Illustrations by Matty Newton

5 to Try

2016 Devium French Creek Red
Riley calls Devium mastermind Keith Johnson (also assistant winemaker at Slight of Hand, whose facilities he uses for his own wines) a winemaker to watch. His French Creek Red blends co-fermented Mourvèdre, Syrah and Grenache Blanc. \$102 for 3 bottles, sofcellars.com

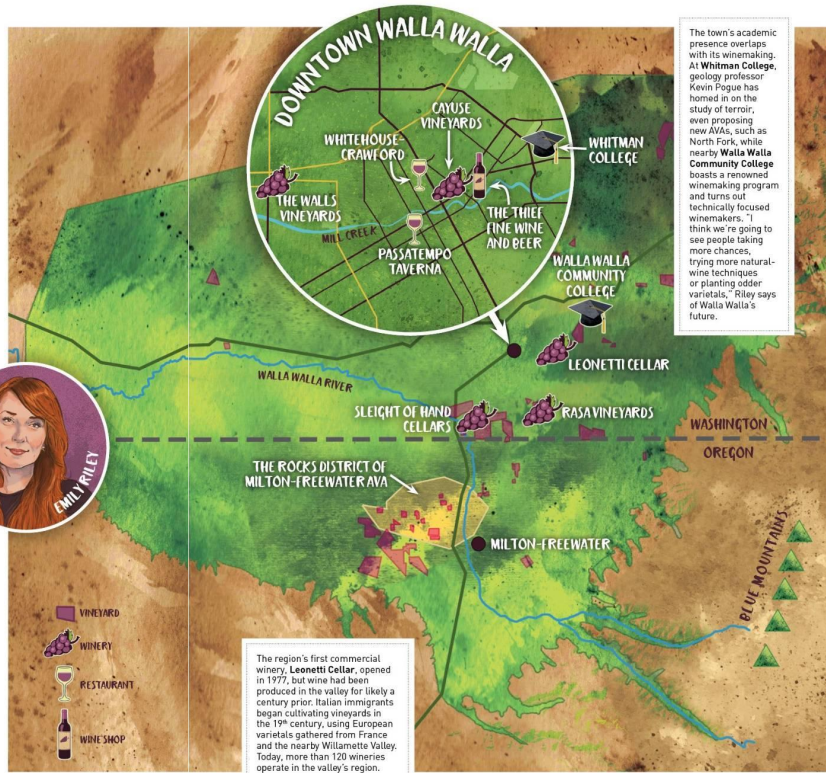
2015 La Rata
La Rata's 2015 vintage is a co-fermented blend of Grenache, Cabernet-Sauvignon and Syrah. With her own label, Elizabeth Bourcier, who also serves as vigneron for Cayuse, is "striking out with her own unique project," Riley says. \$135, fullpullwines.com

2016 Time & Direction Solaksen Vineyard 'Old School' Syrah

Though bearing a label inspired by Old World wines, Steve Wells' small-production Syrah is a modern one, combining dark fruit and smoke with stony minerality. \$40, timeanddirectionwines.com

2015 The Walls 'La Lutte'
"Ali Mayfield is a wizard of subtlety with Washington Chardonnay," Riley says. The creamy-meets-stony La Lutte is inspired by Mayfield's favorite white Burgundies. \$42, thewallswineyards.com

2011 Rasa Vineyards 'Primus Inter Parus'
Made from 100 percent Grenache sourced from The Rocks, Basa's Primus Inter Parus is a complex bottle that balances a light body with depth of flavor. "Bilo Navarone is widely respected for his knowledge and palate, and he produces beautiful, terroir-focused wines," Riley says. \$60, rasavineyards.com



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[Via](#) > [Food and Drink](#) > Great Gas Station Food

Great Gas Station Food

Find extraordinary eats at service station restaurants. Seriously.

By [Christopher Hall](#) | May 2019



You're sure to find Flamin' Hot Cheetos and Slim Jims at almost any of the country's nearly 122,000 gas stations with convenience stores. But delicious cooked-to-order fare? That's less likely, unless your travels take you to one of these amazing eateries that just happen to call a filling station home.



PHOTO: GREG LEHMAN

Andrae's Kitchen dishes up global street food at a Walla Walla, Washington, Cenex station.

"I worked my way down in the food business," says chef Andrae Bopp, who started his culinary career at Michelin-starred Manhattan restaurants and now happily cooks at a Walla Walla, Washington, Cenex station. But the from-scratch, global street food at **Andrae's Kitchen** is top tier: poutine made with hand-cut fries, sandwiches stuffed with house smoked brisket and pastrami, and chipotle-braised short ribs wrapped in tortillas of heirloom Oaxacan corn.



getaway

explore the pacific northwest



Walla Walla

CHEFS AND FARMERS SERVE UP APPETIZING NEW REASONS TO VISIT THIS VAUNTED WINE DESTINATION **BY ROB BHATT**

► It's been several months since that meal at Walla Walla Steak Co., but I still can't stop thinking about those locally grown Kicker strawberries. Served for dessert with a honey-butter biscoit and Chantilly cream, each bite released a burst of fresh, juicy sweetness. The local farm lets them mature on the vines longer than those others harvested for mass distribution, explained Dan Thiesen, the restaurant's managing partner. All I know is I can't wait to go back when they are in season again in June.

Wheat drives the economy in Walla Walla, and wine grapes attract the tourists. But a growing network of family farms and local restaurants are bringing a wider selection of the region's bounty to the table. Read on for more about the growing deliciousness in this epicurean paradise.

DINE

Walla Walla Steak Co. and sister establishment Crossback Brewing opened last fall in downtown's restored, century-old train depot. The steakhouse is dark and intimate and features beef from family-owned ranches in the West and Northwest, while the bright and airy brewpub serves up refined pub grub and house-made beer. Hattaway's on Alder opened last year and put a Northwest stamp on Southern-style cuisine for dinner and weekend brunch. Head into the vineyards north of town to find the splashiest newcomer. In collaboration with James Beard Award winner Jason Wilson, the restaurant at the secluded Eritage Resort — which welcomes non-resort guests for dinner — serves innovative Northwest cuisine that deftly stimulates all five elements of taste (pictured below is the prime New York steak). For more than a decade, Saffron Mediterranean Kitchen has added flavors of southern Europe, north Africa and the eastern Mediterranean to the local bounty of garbanzo beans, squashes, mint, flour, lamb, pork and beef. The rustic Passatempo Taverna has house-made pastas, braised meat entrees and decor awash in reclaimed woods. Brasserie Four offers classic French favorites such as pork rillettes, vichyssoise and steak frites.



getaway

ENTERTAINMENT

Walla Walla's entertainment options include performances at Gesa Power House Theatre, a 120-year-old power plant turned into a 300-seat venue, and June marks the return of Walla Walla Sweets baseball to Borleske Stadium near Whitman College. The team is part of the West Coast League, a summer league for select college players, and home games offer a family-friendly setting for watching potential future stars (Mitch Haniger, Marco Gonzales and Jacoby Ellsbury are among notable WCL alumni). For a great morning walk, head over to Bennington Lake, about 5 miles east of downtown, where easy trails around the reservoir offer dramatic views of the Blue Mountains and a variety of migrating birds.



SIP

The number of area wineries has grown from three in 1984 — when the Walla Walla Valley earned its American Viticultural Area designation — to about 120 today. One person not surprised by such astounding growth is Rick Small, who founded the area's second winery, Woodward Canyon Winery, in 1980, a few years after his friend Gary Figgins started it all with Leonetti Cellar (which is not open for tastings or tours). "Gary and I were so enthused by the quality of wines that could be made in this area, we wondered why it hadn't happened sooner," Small says.

Visitors can sample Woodward Canyon's elegant wines in its rustic tasting room in Lowden, about 12 miles west of downtown Walla Walla. (Always designate a driver or hire a ride service when tasting wines.) Next door, L'Ecole No. 41, the area's third modern winery, welcomes visitors in a restored schoolhouse that once served descendants of the area's French-Canadian settlers. Among L'Ecole's many accolades, its 2011 Estate Fergusson was named best Bordeaux in the 2014 Decanter World Wine Awards.

The industry's dramatic growth is readily apparent downtown, where 30 wineries have set up storefront tasting rooms, many in century-old brick buildings. On the south end of town, all-stars such as Pepper Bridge Winery and Va Piano Vineyards offer opportunities to taste among the vineyards, while Castillo de Feliciano Vineyard & Winery shakes it up with salsa nights and Spanish-style varietals such as albariño and tempranillo. **B**

FIND 'EM

DINING

Brasserie Four

4 E. Main St., (509) 529-2011
brasseriefour.com

Crossback Brewing

410 N. Second Ave., (509) 526-4100
crossbackbrewing.com

Eritage Resort, Restaurant and Bar

1300 Benjamin Springs Road
(509) 264-9200
eritage.com

Hattaway's on Alder

225 W. Alder St., (509) 525-4433
hattawaysonalder.com

Kicker Berries & Antiques

(retail location)
3200 E. Isaacs Ave.
(509) 525-8620
kickerberries.com

Saffron Mediterranean Kitchen

320 W. Main St.
(509) 525-2112
saffronmediterraneankitchen.com

Passatempo Taverna

215 W. Main St.
(509) 876-8822
passatempo.walla.com

Walla Walla Steak Co.

410 N. Second Ave.
(509) 526-4100, wallasteak.com

WINERIES

Castillo de Feliciano Vineyard and Winery

8223 Telephone Pole Road
Midvale Freewater
(509) 528-9556
castillodefeliciano.com

L'Ecole No. 41

41 Lowden School Road, Lowden
(509) 525-0900, lecole.com

Pepper Bridge Winery

7204 J.B. George Road
(509) 525-6200, peppbridge.com

Va Piano Vineyards

1700 J.B. George Road
(509) 529-0900
vapianovineyards.com

Woodward Canyon Winery

10200 W. Hwy. 12, Lowden
(509) 525-4229
woodwardcanyon.com

Remember to drink responsibly and designate a driver.

ENTERTAINMENT

Bennington Lake

3211 Reservoir Road
(509) 527-7100

Gesa Power House Theatre

111 N. Ninth Ave.
(509) 529-6200, gpower.com

Walla Walla Sweets

Borleske Stadium
409 E. Bern Ave., (509) 522-2255
wallawallasweets.com

CALL OR VISIT YOUR NEAREST AAA STORE FOR MAPS, LODGING INFORMATION AND OTHER TRAVEL-PLANNING ASSISTANCE.



26 Summer Tourist Spots to Avoid — and Where to Go Instead

Mia Taylor 6 days ago

DESTINATIONS BEST SKIPPED

Of all the joys of summer, crowds are not one of them. Nor are sky-high seasonal prices and tacky, pop-up attractions and [tourist traps](#) designed for the sole purpose of separating you from your money. With input and recommendations from tourism authorities and travel bloggers nationwide, we've compiled a list of more than two dozen tourist spots that, while worthy of a visit during much of the year, are probably best avoided in summer.



20/53 SLIDES © Brandon Bourdages/shutterstock

Full screen

AVOID: NAPA VALLEY, CALIFORNIA

Napa is lovely, there's no denying it, and is wonderful to visit. Napa's peak season corresponds to harvest season, August through October, which is when to expect the highest prices on everything you see and do — wine tours, meals, accommodations. Better to visit September through November, or March through May.



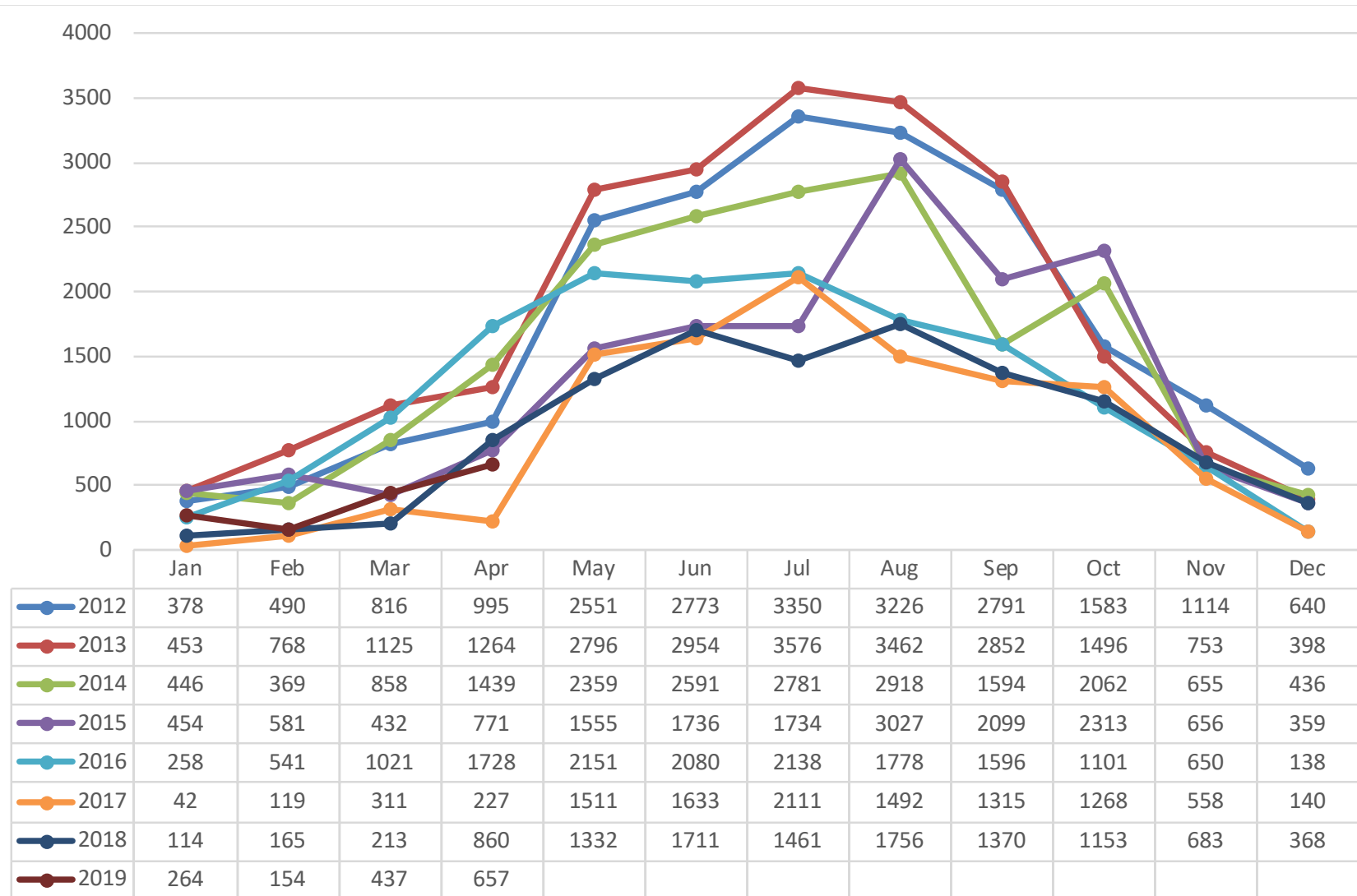
21/53 SLIDES © Margaretha Maryk/shutterstock

Full screen

INSTEAD: WALLA WALLA, WASHINGTON

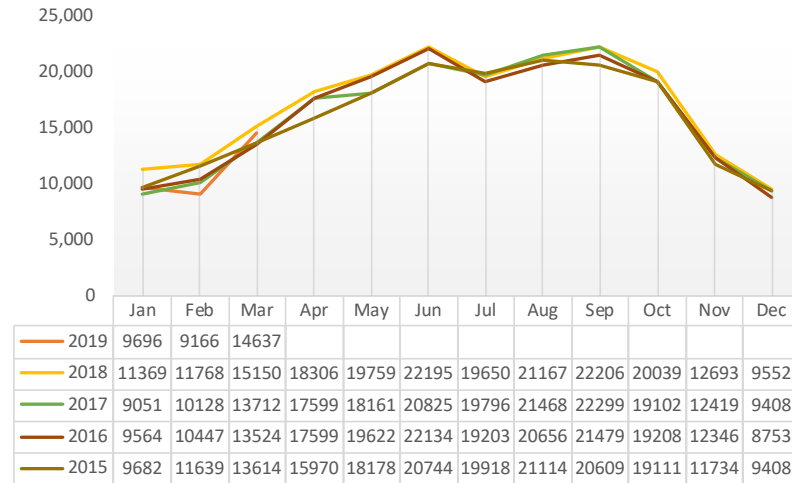
Walla Walla is home to 120 wineries and has carved a niche as a global wine and culinary scene while maintaining a relaxed, small-town charm. Bike the farm-lined roads of Washington's unofficial wine capital by renting a cruiser for \$10 an hour at Allegro Cyclery.

VISITOR KIOSK NUMBERS - THROUGH APRIL 2019

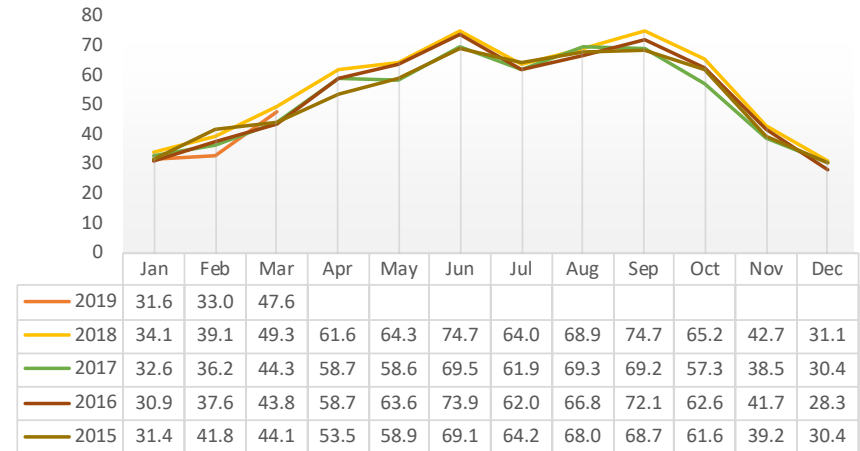


STR REPORT - MONTH OVER MONTH 2015-2019

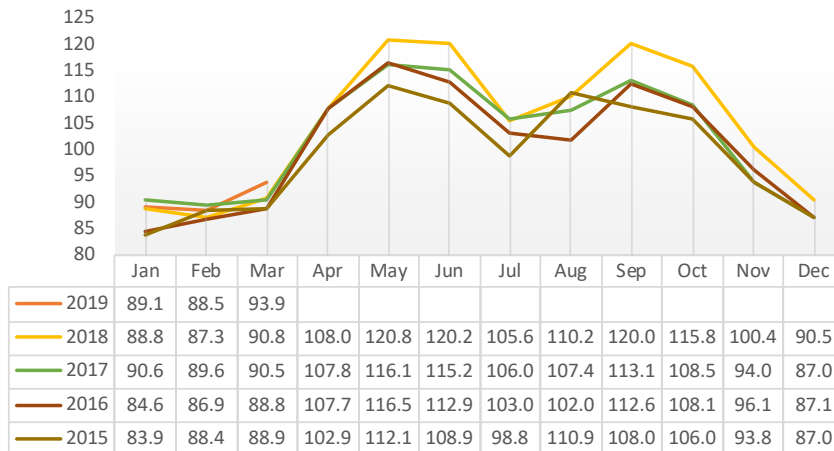
Rooms Sold - 2015 to 2019



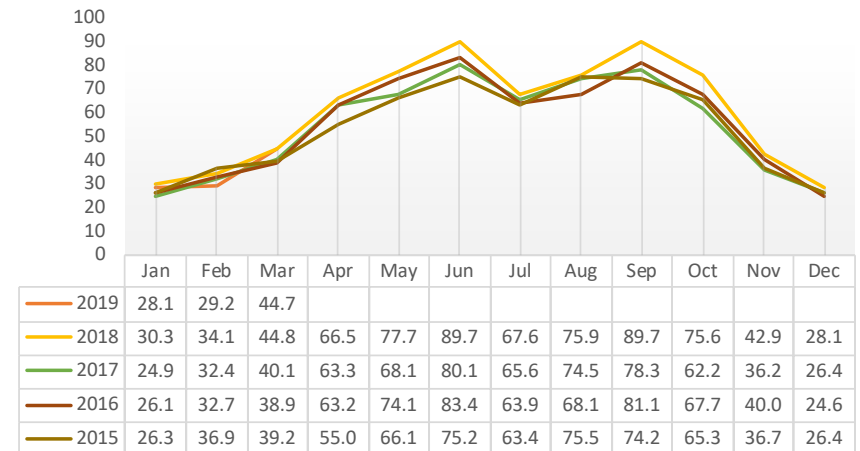
Occupancy % - 2015 to 2019



ADR - 2015 to 2019

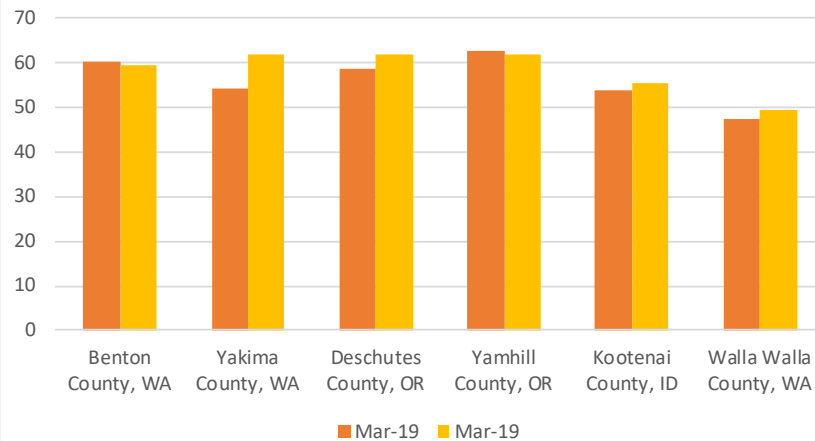


RevPAR - 2015 to 2019

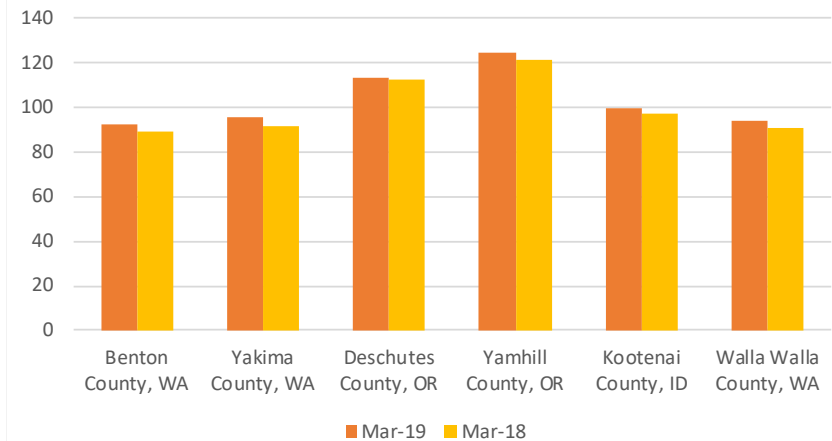


STR CHARTS - MARCH 2019

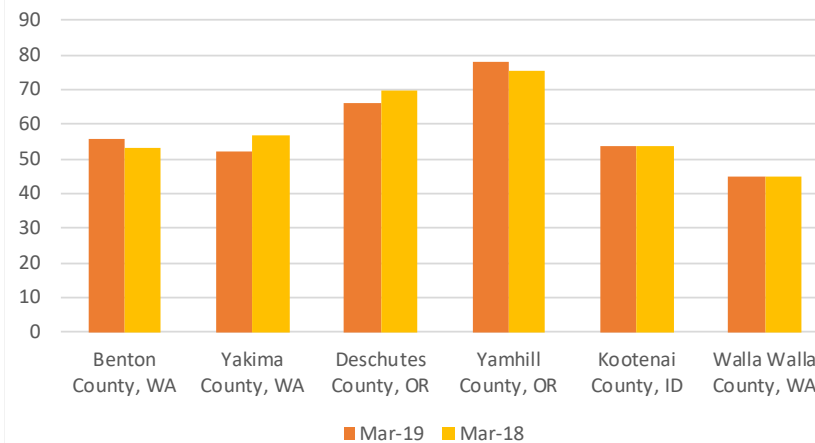
Occupancy % Annual Comparison by Month



ADR Annual Comparison by Month

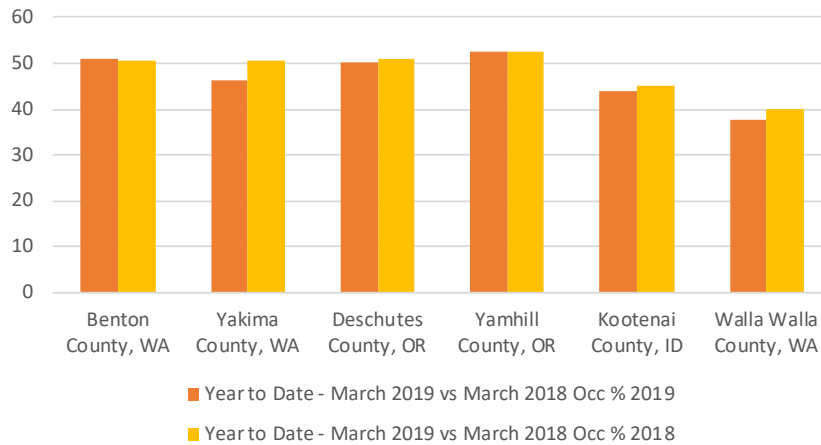


Revenue PAR Annual Comparison by Month

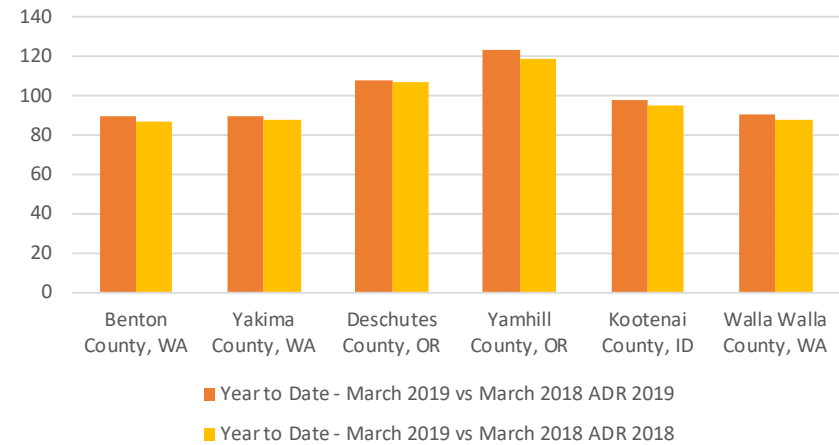


STR CHARTS - MARCH 2019 YTD

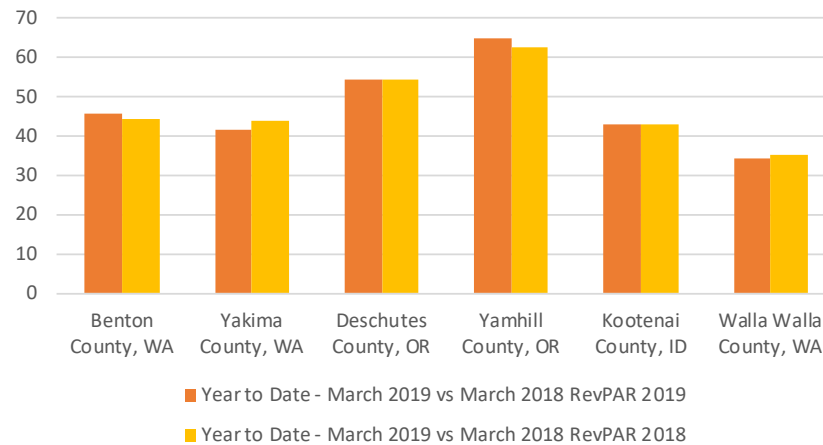
Occupancy Rate YTD 2018 to 2019



ADR YTD 2018 to 2019



Revenue PAR YTD 2018 to 2019



STR REPORT - MARCH 2019

Tab 2 - Multi-Segment

Tourism Walla Walla

For the month of: March 2019

Currency: USD - US Dollar

	Current Month - March 2019 vs March 2018												Year to Date - March 2019 vs March 2018												Participation			
	Occ %		ADR		RevPAR		Percent Change from March 2018						Occ %		ADR		RevPAR		Percent Change from YTD 2018						Properties		Rooms	
	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Benton County, WA	60.3	59.6	92.49	89.09	55.75	53.09	1.2	3.8	5.0	5.0	0.0	1.2	51.0	50.6	89.68	87.48	45.76	44.30	0.7	2.5	3.3	3.3	0.0	0.7	37	30	3251	2842
Yakima County, WA	54.4	62.0	96.05	91.96	52.25	57.05	-12.3	4.4	-8.4	-4.3	4.5	-8.3	46.4	50.4	89.78	87.56	41.63	44.14	-8.0	2.5	-5.7	-1.4	4.5	-3.8	42	24	3208	1955
Deschutes County, OR	58.7	62.0	113.08	112.47	66.43	69.75	-5.3	0.6	-4.8	-0.3	4.7	-0.9	50.2	50.9	108.38	106.72	54.45	54.34	-1.3	1.6	0.2	4.9	4.7	3.3	65	33	5046	2981
Yamhill County, OR	62.6	62.0	124.76	121.68	78.10	75.43	1.0	2.5	3.5	9.0	5.3	6.3	52.6	52.6	123.32	118.97	64.84	62.58	-0.0	3.7	3.6	9.1	5.3	5.3	15	11	713	600
Kootenai County, ID	54.0	55.3	100.06	97.00	53.99	53.66	-2.5	3.2	0.6	0.6	-0.0	-2.5	43.9	45.1	98.06	95.50	43.09	43.12	-2.7	2.7	-0.1	-0.1	-0.1	-2.7	29	21	2624	2100
Walla Walla County, WA	47.6	49.3	93.87	90.76	44.73	44.77	-3.4	3.4	-0.1	-0.1	0.0	-3.4	37.6	39.9	91.04	88.02	34.20	35.09	-5.8	3.4	-2.6	-5.3	-2.8	-8.5	14	11	991	922

Tab 3 - Multi-Seg Raw

Tourism Walla Walla

For the Month of March 2019

Currency: USD - US Dollar

	Current Month - March 2019 vs March 2018									Year to Date - March 2019 vs March 2018								
	Supply			Demand			Revenue			Supply			Demand			Revenue		
	2019	2018	% Chg	2019	2018	% Chg	2019	2018	% Chg	2019	2018	% Chg	2019	2018	% Chg	2019	2018	% Chg
Benton County, WA	100,781	100,781	0.0	60,753	60,051	1.2	5,618,927	5,350,092	5.0	292,590	292,590	0.0	149,285	148,185	0.7	13,387,642	12,963,006	3.3
Yakima County, WA	99,448	95,139	4.5	54,095	59,016	-8.3	5,196,087	5,427,316	-4.3	288,720	276,210	4.5	133,887	139,236	-3.8	12,020,763	12,191,091	-1.4
Deschutes County, OR	156,426	149,451	4.7	91,887	92,692	-0.9	10,391,009	10,424,677	-0.3	454,140	433,890	4.7	228,155	220,925	3.3	24,727,226	23,577,193	4.9
Yamhill County, OR	22,103	20,987	5.3	13,836	13,010	6.3	1,726,162	1,583,068	9.0	64,170	60,930	5.3	33,741	32,051	5.3	4,161,042	3,813,265	9.1
Kootenai County, ID	81,344	81,375	-0.0	43,894	45,019	-2.5	4,392,058	4,366,855	0.6	236,160	236,309	-0.1	103,763	106,687	-2.7	10,174,994	10,188,904	-0.1
Walla Walla County, WA	30,721	30,721	0.0	14,637	15,153	-3.4	1,374,031	1,375,289	-0.1	89,190	91,794	-2.8	33,499	36,593	-8.5	3,049,877	3,221,083	-5.3

2018 DEAN RUNYAN REPORT

Walla Walla County County Travel Impacts and Visitor Volume

Visitor Spending Impacts

Amount of Visitor Spending that supports 1 Job	\$88,630
Employee Earnings generated by \$100 Visitor Spending	\$28
Local Tax Revenues generated by \$100 Visitor Spending	\$3.18

Visitor Volume

Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$5,328
Additional employment if each resident household encouraged one additional overnight visitor	60

Visitor Shares

Travel Share of Total Employment (2017)*	4.3 %
Visitor Share of Taxable Sales (2017)**	9.3 %
Overnight Visitor Share (2018p)***	4.8 %

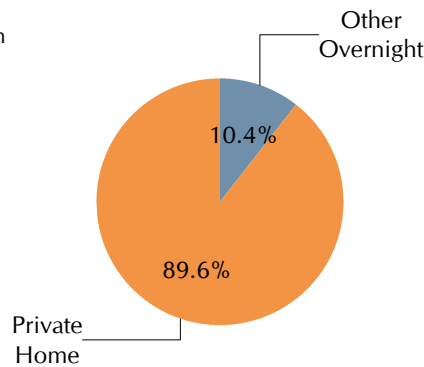
Overnight Visitor Spending and Volume

*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.

**Annual Overnight Visitor Days divided by (Resident Population) *365.

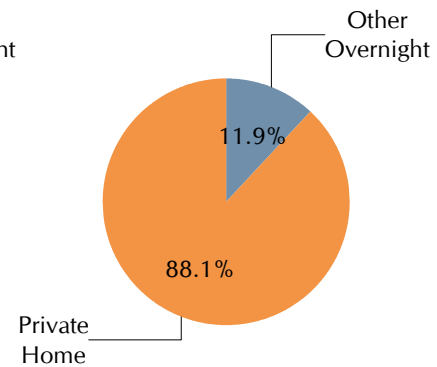
Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.

Person Nights



as a percent of total

Spending



as a percent of total

	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (\$Millions)
Private Home	169.4	461.9	21.0
Other Overnight	18.1	53.9	2.8
All Overnight	439.0	1,007.5	110.7
Others	251.4	491.7	86.9

Note: Person Trips and Person Nights are in Thousands. Visitor Spending is in \$Millions. Details may not round to total due to rounding

2018 DEAN RUNYAN REPORT (CONT.)

Walla Walla County Direct Travel Impacts, 2010-2018p

							Ave. Annual Chg.	
Spending	2010	2012	2014	2016	2017	2018	17-18	10-18
Total (Current \$)	94.0	106.4	119.6	131.4	136.3	150.0	10.0%	6.0%
Other	10.9	12.9	12.8	11.5	12.8	13.8	7.4%	2.9%
Visitor	83.1	93.5	106.8	120.0	123.5	136.3	10.3%	6.4%
Non-transportation	71.1	79.6	91.8	104.9	107.4	118.2	10.1%	6.6%
Transportation	12.0	13.9	15.0	15.0	16.2	18.1	12.0%	5.2%
Earnings								
Earnings (Current \$)	24.6	26.6	30.0	35.3	39.6	42.1	6.5%	7.0%
Employment								
Employment	1,200	1,210	1,280	1,360	1,540	1,600	3.9%	3.6%
Tax Revenue								
Total (Current \$)	7.9	8.8	10.0	11.9	12.2	13.1	7.0%	6.5%
Local Tax Receipts	2.5	2.9	3.3	4.0	4.1	4.3	6.2%	7.2%
Visitor	1.5	1.8	2.1	2.6	2.6	2.9	10.1%	9.0%
Business or Employee	1.0	1.1	1.2	1.4	1.5	1.5	-0.8%	4.4%
State Tax Receipts	5.4	5.9	6.7	7.9	8.2	8.8	7.4%	6.2%
Visitor	4.0	4.3	4.9	5.7	5.9	6.5	9.5%	6.3%
Business or Employee	1.5	1.6	1.8	2.2	2.2	2.3	2.0%	5.8%

Other spending includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

Earnings include wages & salaries, earned benefits and proprietor income.

Employment includes all full- and part-time employment of payroll employees and proprietors.

Local tax revenue includes lodging taxes, sales taxes, auto rental taxes and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

State tax revenue includes lodging, sales and motor fuel tax payments of visitors, and the income tax and sales tax payments attributable to the travel industry income of businesses and employees.

Federal tax revenue includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

2018 DEAN RUNYAN REPORT (CONT.)

Walla Walla County Travel Impacts, 2010-2018p

Total Direct Travel Spending (\$Million)								
	2010	2012	2013	2014	2015	2016	2017	2018
Destination Spending	83.1	93.5	98.1	106.8	112.8	120.0	123.5	136.3
Other Travel*	10.9	12.9	12.6	12.8	11.5	11.5	12.8	13.8
Total	94.0	106.4	110.7	119.6	124.3	131.4	136.3	150.0
Visitor Spending By Commodity Purchased (\$Million)								
	2010	2012	2013	2014	2015	2016	2017	2018
Accommodations	16.2	19.0	20.5	22.7	24.7	26.9	27.3	30.4
Food Service	22.8	25.6	27.2	30.2	32.7	35.5	37.0	41.4
Food Stores	7.8	8.8	9.1	9.9	10.4	10.6	10.7	11.4
Local Tran. & Gas	9.6	11.2	11.2	11.7	10.7	10.9	11.8	13.7
Arts, Ent. & Rec.	11.0	11.9	12.4	13.3	14.0	14.8	15.1	16.4
Retail Sales	13.2	14.3	14.8	15.8	16.4	17.1	17.3	18.6
Visitor Air Tran.	2.4	2.7	2.9	3.3	3.9	4.2	4.3	4.4
Total	83.1	93.5	98.1	106.8	112.8	120.0	123.5	136.3
Industry Earnings Generated by Travel Spending (\$Million)								
	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	14.2	15.9	16.4	17.1	18.8	20.4	22.0	22.4
Arts, Ent. & Rec.	4.2	4.2	4.5	4.5	4.5	4.8	6.5	7.3
Retail**	3.2	3.4	3.7	4.0	4.4	4.5	4.7	5.2
Ground Tran.	1.7	1.7	1.8	1.9	2.1	2.2	2.4	2.8
Other Travel*	1.3	1.4	2.4	2.4	2.6	3.4	4.0	4.4
Total	24.6	26.6	28.8	30.0	32.3	35.3	39.6	42.1
Industry Employment Generated by Travel Spending (Jobs)								
	2010	2012	2013	2014	2015	2016	2017	2018
Accom. & Food Serv.	610	640	650	650	700	730	740	720
Arts, Ent. & Rec.	340	310	340	330	310	330	490	540
Retail**	140	140	150	160	180	180	190	200
Ground Tran.	60	60	60	60	60	60	60	70
Other Travel*	60	60	70	70	70	50	60	60
Total	1,200	1,210	1,270	1,280	1,320	1,360	1,540	1,600
Tax Receipts Generated by Travel Spending (\$Million)								
	2010	2012	2013	2014	2015	2016	2017	2018
Local Tax Receipts	2.5	2.9	3.1	3.3	3.7	4.0	4.1	4.3
Visitor	1.5	1.8	1.9	2.1	2.4	2.6	2.6	2.9
Business or Employee	1.0	1.1	1.1	1.2	1.3	1.4	1.5	1.5
State Tax Receipts	5.4	5.9	6.2	6.7	7.2	7.9	8.2	8.8
Visitor	4.0	4.3	4.5	4.9	5.2	5.7	5.9	6.5
Business or Employee	1.5	1.6	1.7	1.8	2.0	2.2	2.2	2.3
Total Local & State Receipts	7.9	8.8	9.3	10.0	10.8	11.9	12.2	13.1

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other Washington visitor destinations and travel arrangement services. ** Retail includes gasoline. Federal tax receipts not included.

2018 DEAN RUNYAN REPORT (CONT.)

Walla Walla County Visitor Spending and Visitor Volume

Visitor Spending by Type of Traveler Accommodation (\$Million), 2010-2018p

	2010	2012	2013	2014	2015	2016	2017	2018
Total Destination Spending	80.7	90.8	95.2	103.5	108.9	115.8	119.2	131.9
All Overnight	63.2	71.5	75.3	82.3	87.0	93.1	95.9	106.6
Hotel, Motel, STVR*	45.6	52.6	56.1	62.7	67.4	73.2	75.7	85.2
Private Home	15.3	16.4	16.7	17.0	17.0	17.3	17.6	18.6
Other Overnight	2.3	2.5	2.5	2.5	2.6	2.6	2.7	2.8
Day Travel	17.4	19.3	19.9	21.2	21.8	22.7	23.3	25.3

Average Expenditures for Overnight Visitors, 2018p

	Travel Party		Person		Party Size	Length of Stay (Nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR*	\$370	\$728	\$160	\$313	2.3	2.0
Private Home	\$101	\$278	\$45	\$122	2.3	2.8
Other Overnight	\$144	\$430	\$53	\$156	2.8	3.0
All Overnight	\$239	\$550	\$104	\$237	2.3	2.3

Overnight Visitor Volume, 2016-2018p

	Person-Nights (000)			Party-Nights (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	485	493	544	209	213	235
Private Home	460	456	468	205	203	209
Other Overnight	53	53	54	19	19	20
All Overnight	998	1,003	1,066	433	435	463

	Person-Trips (000)			Party-Trips (000)		
	2016	2017	2018	2016	2017	2018
Hotel, Motel, STVR*	248	252	278	106	108	119
Private Home	169	167	172	74	74	76
Other Overnight	18	18	18	6	7	7
All Overnight	434	437	468	187	188	201

"Hotel, Motel, STVR*" category includes all lodging where a lodging tax is collected except campgrounds. "Other Overnight" category includes campgrounds and vacation homes.